You too will like a



Concrete Home

PORTLAND CEMENT ASSOCIATION





YOUR HOME...

the most important building in the world

YOUR DECISION to build a home is one of the most important steps you'll ever take. Undoubtedly you will seek the utmost in comfort in your new house. You'll want lasting beauty both inside and out. You'll plan it to fulfill your family's requirements for today's living. Building a home is usually a once-in-a-lifetime experience and you'll want every penny's worth of value from your building dollar.

A CONCRETE HOME gives you all the features you desire . . . as maintenance-free as possible.

EXAMINE a concrete house critically. Compare it point by point with other types of construction and you will say . . .

"MAKE MINE CONCRETE! It's sturdy. It's built for a lifetime of comfort and service. Concrete can't burn. It can't decay. Upkeep will be low. Concrete endures. A concrete house is the house for me!"

PORTLAND CEMENT ASSOCIATION
33 West Grand Ave. **Chicago 10, Ill.**

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The activities of the Portland Cement Association, a national organization, are limited to scientific research, the development of new or improved products and methods, technical service, promotion and educational effort (including safety work), and are primarily designed to improve and extend the uses of portland cement and concrete. The manifold program of the Association and its varied services to cement users are made possible by the financial support of over 65 member companies in the United States and Canada, engaged in the manufacture and sale of a very large proportion of all portland cement used in these two countries. A current list of member companies will be furnished on request.

A Lifetime of *Comfort* and *Security* in a Concrete Home

For You and Your Family

Choose Your Style and Size

Whatever the size or architectural style of your home-to-be, all the advantages of concrete construction can be yours. With concrete foundations, concrete masonry walls and partitions, concrete subfloors and a roof of concrete tile or asbestos-cement shingles, you'll have a house that's good for many years of happy living at low annual cost—the true measure of housing economy.

Reap Lifelong Dividends

Yes, when you invest your savings in a concrete house you reap lifelong dividends in comfortable living, lasting beauty and maximum protection.

Select Your Masonry Pattern

Concrete masonry walls can be laid in any of a variety of patterns and textures to blend with landscape planting and harmonize with the architectural style of your home. Inside, beautiful masonry wall patterns may be used to give a clean modern effect that can be varied from room to room. Your local concrete block manufacturer will be glad to show you the many beautiful wall designs that can be produced with concrete masonry.

Protect Your Family Against Fire

In a sturdy, long-lasting concrete house your family and prized possessions will be protected against such destructive forces as fire and storm. You will enjoy extra peace of mind knowing that your loved ones have the benefit of a home with this "built-in" protection.

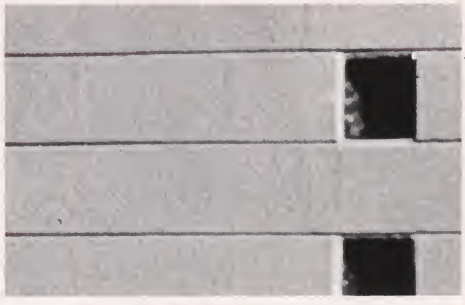
Turn the Pages

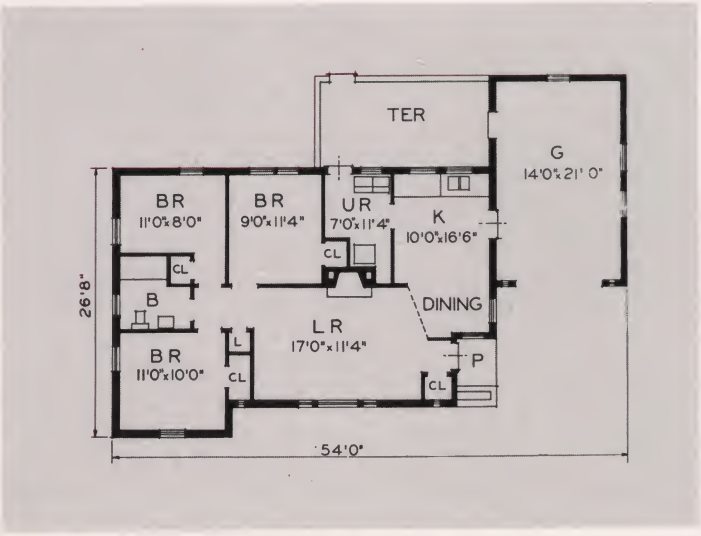
On the following pages are pictures and floor plans of a number of concrete houses built in different parts of the country. Whatever your tastes for architectural style, or wherever you choose to live, you will get the best value for your money when you build your home of concrete.



Low First Cost

OAK PARK, MICHIGAN





The first cost of a firesafe concrete home is little if any more than the cost of a non-firesafe home. And when you consider the long life of concrete and its low maintenance expense you will conclude that a concrete house is the best possible "buy" for your home-building dollar.

This charming home has concrete masonry walls laid with prominent, streamlined horizontal mortar joints—popular in modern homes. Exterior wall finish is coral-colored portland cement paint.

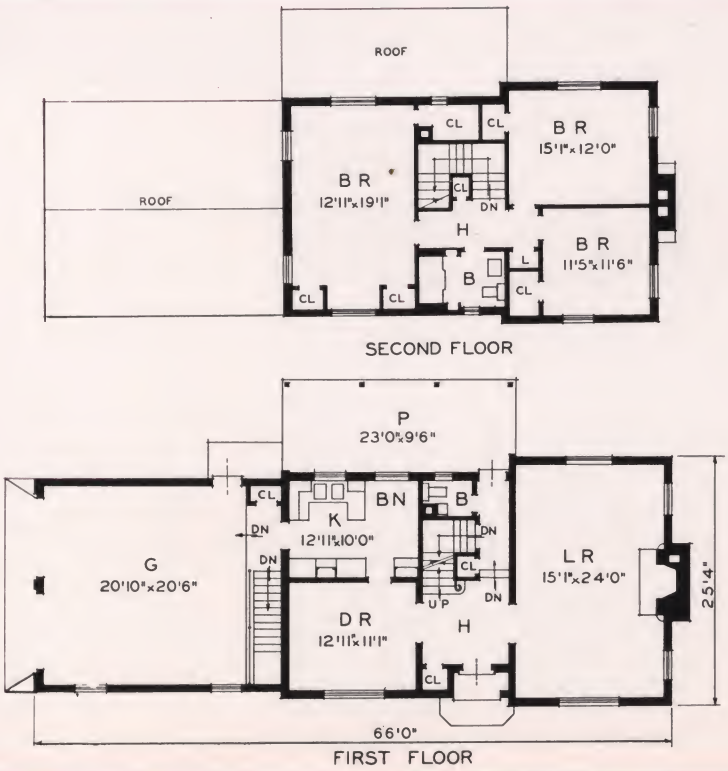


JOPLIN, MISSOURI

Low Upkeep

Repairs are held to a minimum when you build your home of concrete. Concrete needs little maintenance and through the years will preserve its new look. And with floors of concrete you'll not be plagued by sagging or squeaky floors and by gaping baseboards—troubles common to less durable types of construction.

Easy maintenance of concrete is strikingly exemplified by this Missouri home.

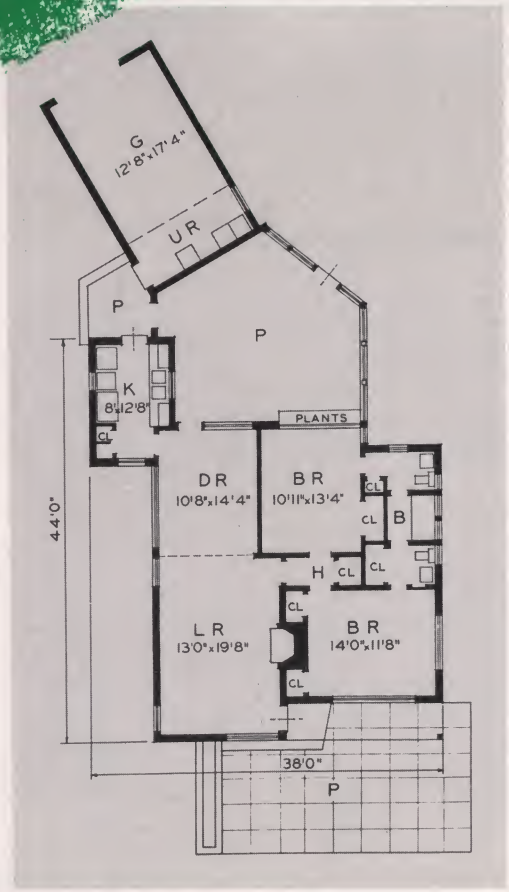


It Will Cost You Less to Own



Lasting Beauty

ST. PETERSBURG, FLORIDA





When you plan or build your new home you naturally want to use materials that will give you lasting beauty and value. Build with concrete and you get both, and more! You can have concrete masonry walls attractively painted with portland cement paint or stuccoed in beautiful textures. In either case your concrete house will have real character and charm, whatever its size or architectural style.

Concrete masonry construction lends itself admirably to the modern, horizontal lines of this home in Florida. The exterior walls have been covered with gleaming white portland cement stucco.



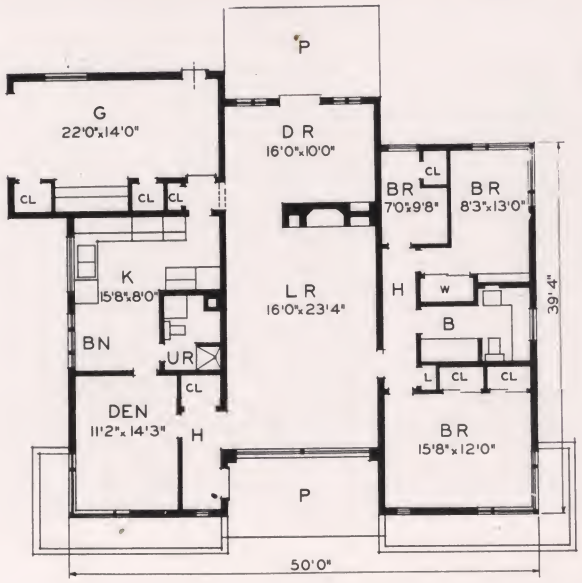
Charm for Outdoor Living



PUEBLO, COLORADO

You can choose a style of architecture or wall finish for your concrete home that will harmonize pleasingly with its setting. One of concrete's many advantages is its adaptability to a wide variety of treatments.

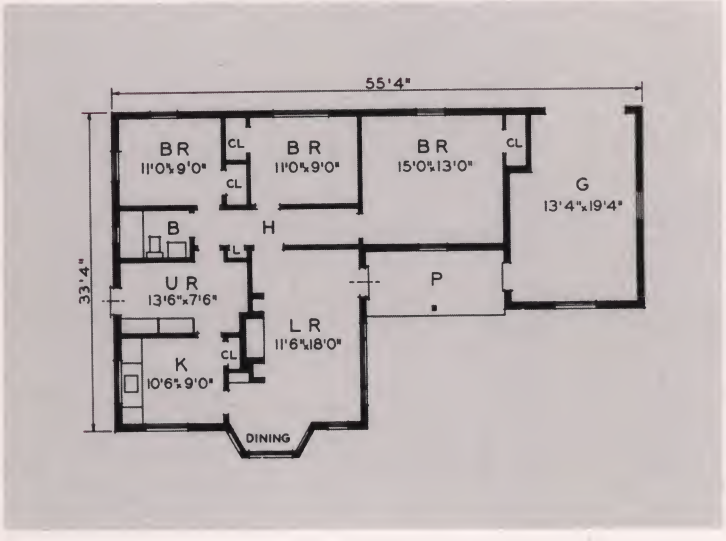
Low, clean-cut lines and simplicity of detail that call for little maintenance accent the quiet charm of this concrete masonry home in Pueblo. The concrete terrace and concrete masonry barbecue pit provide many hours of outdoor enjoyment. Projecting eaves of the flat roof protect the rooms against the summer sun.





TOLEDO, OHIO

Easy to Finance



Concrete's enduring strength will far outlast long-term financing. Structural repair bills, painting and redecorating costs are low when your home is built of concrete, and funds which otherwise would be spent on upkeep can be used to help meet monthly mortgage payments.

That's why lending institutions like to finance concrete houses—why they consider loans on these houses sound investments. Your mortgage will rate "preferred" if you build a concrete masonry home as compact, sturdy and well designed as this Toledo residence. It combines well arranged, coordinated interior space with an inviting exterior.

For Beauty and Comfort . . .

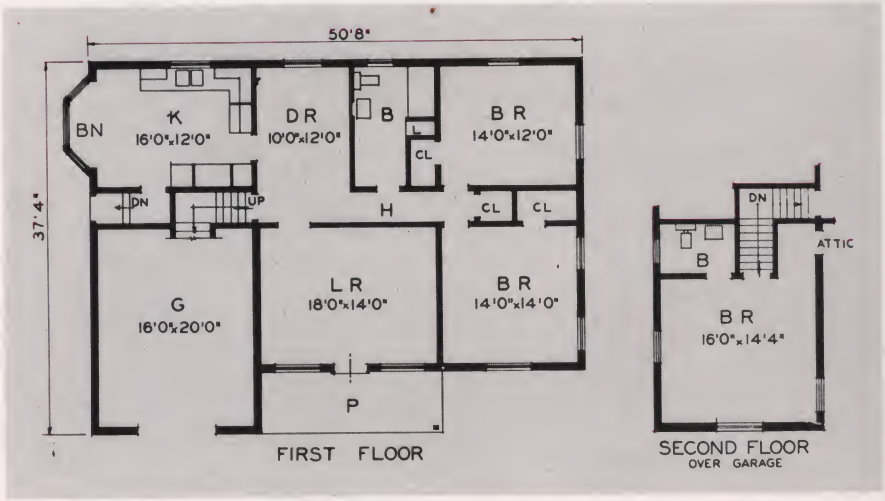


OKLAHOMA CITY, OKLAHOMA

Comfortable Living

You will enjoy comfortable living the year around in a concrete house because it's warm and snug in winter, cool and dry in summer.

In Oklahoma City this traditional house with its air of dignity and graciousness provides comfortable and convenient living with little upkeep cost to meet in the years ahead.

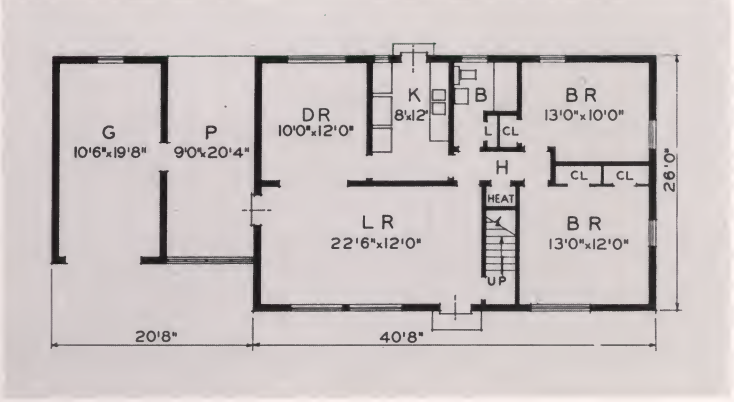




NEW ORLEANS, LOUISIANA



Termite Proof



Termites—one of the scourges of home owners—will make no inroads against concrete masonry homes such as this one in New Orleans. With walls, floors and foundation built of concrete the owner is safe in the knowledge that the structural members of his house can never be weakened by these greedy pests. They simply can't eat concrete!

The insatiable appetite of these insects that live on cellulose is costing millions of dollars annually in damage to homes of less durable construction.

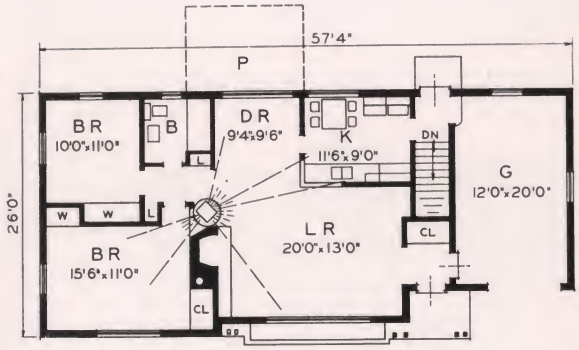
Protect Your House Against Fire...

Television House

CHICAGO FAIR







This concrete masonry house, modern in design and extremely functional, was erected at the Chicago Fair of 1950 as one of the houses on the Avenue of Homes.

Exterior and interior walls demonstrate the use of painted concrete masonry units laid up in attractive patterns.



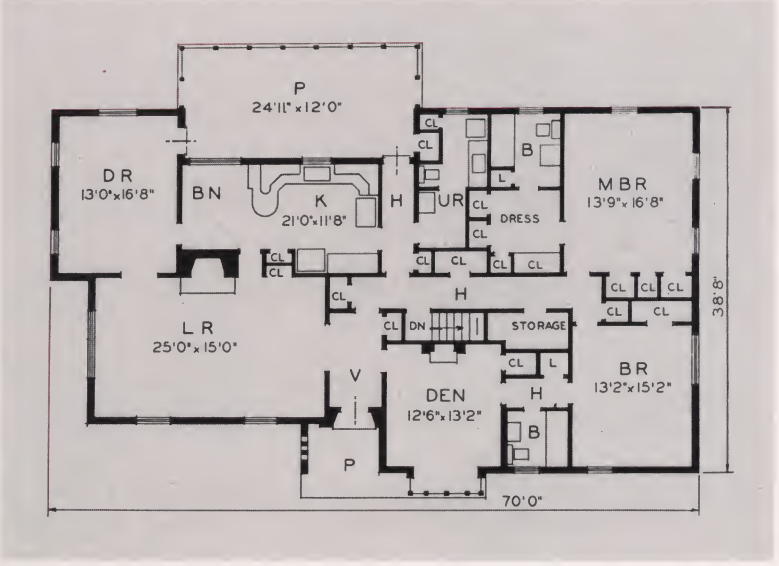
Build Your Home of Concrete



AMARILLO, TEXAS

Character and Distinction





With concrete masonry it's no problem to build character, charm and distinction into your new home. Walls can be finished in your choice of patterns and painted in any desired color with portland cement paint.

The experience of building and owning a concrete home is just about the nicest thing that can happen to your family. As the years roll by, your concrete home will grow in your affection just as this one in Amarillo has claimed the heart of its owner.

For All-Weather Comfort...

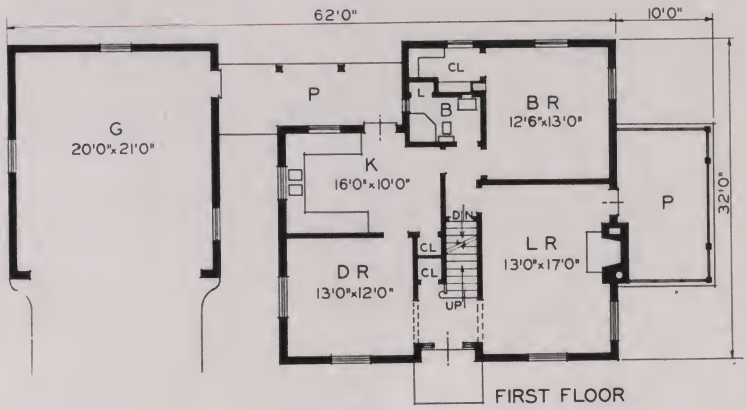


ROCKFORD, ILLINOIS

For Cottage or Mansion



SECOND FLOOR



FIRST FLOOR

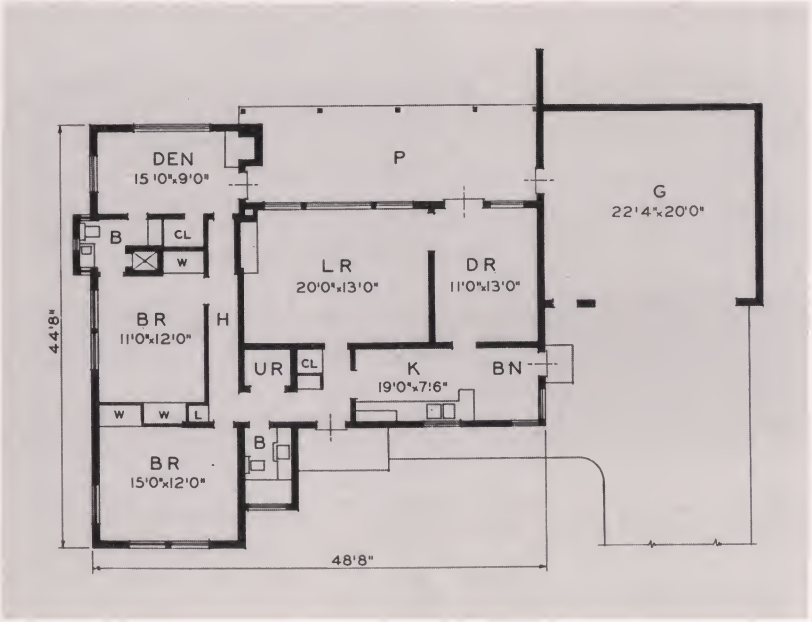
Here is a distinguished home with attached garage in Illinois that is convincing proof that a concrete house can combine firesafety, low upkeep and lasting beauty to meet the needs of the owner. Cost of concrete construction for any type of house, large or small, is little if any more than for less permanent construction. With concrete, the economy-minded home owner can get the most for his money.



ARCADIA, CALIFORNIA

Long Lasting





You will enjoy a feeling of security knowing that the concrete walls and floors of your home will endure for years to come. Concrete assures lasting value—a more secure investment because of its proven durability.

Where could you find a better demonstration of the fitness and adaptability of concrete to small home construction than in this attractive California house. It will retain its freshness and beauty for years.

For Character and Economy...

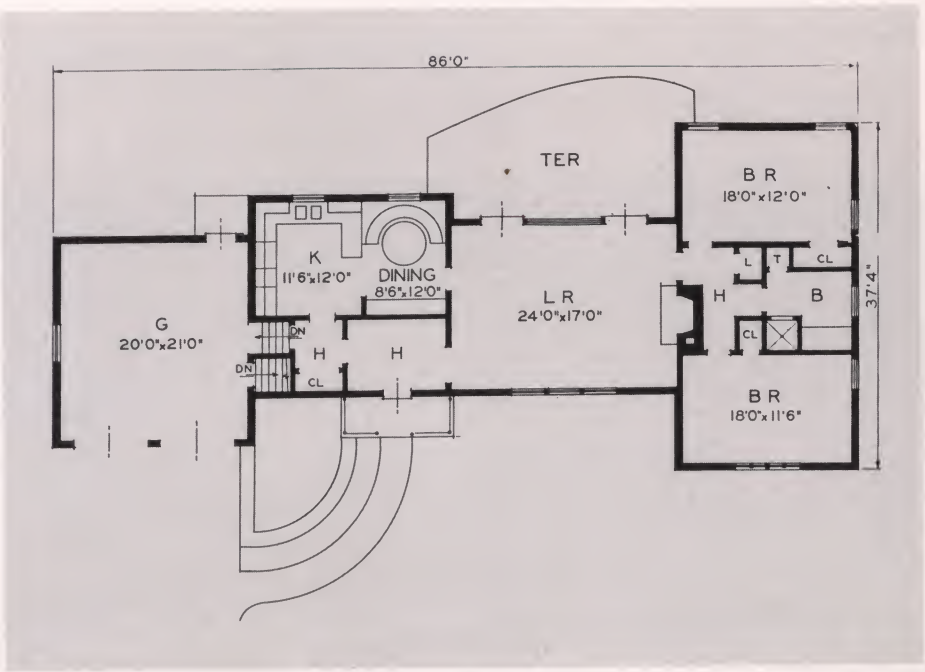


COATESVILLE, PENNSYLVANIA

Weather Resistant

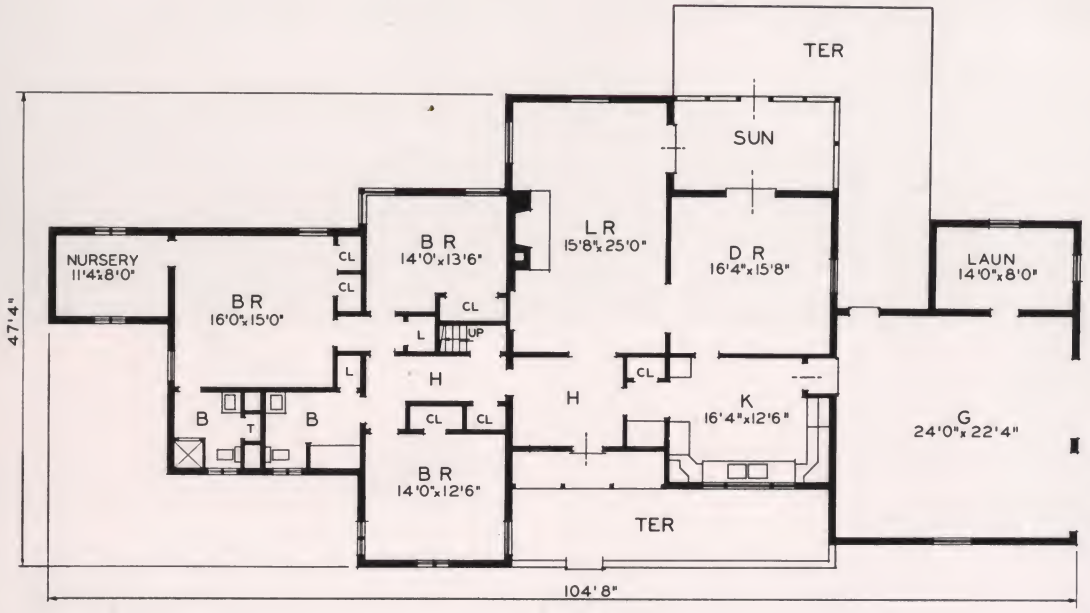
Your concrete home with its strong, rigid walls and concrete subfloors will resist violent storms. It will withstand extremes of temperature—the broiling summer sun and the icy blasts of winter. It will be weathertight too. These qualities form a bulwark against the forces of nature.

That your house can incorporate all these plus features offered by concrete construction and fit into its setting with great dignity and repose is shown by this handsome hillside home.



Beautiful...Comfortable...Livable

Everyone at some time dreams of owning a charming home—a home that warms the hearts of all who see it. This spacious, rambling dwelling in Nashville is such a home. Substantially built of concrete masonry, it will retain its warmth and beauty for many years to come. Here indeed is a home that meets today's requirements for comfortable living.









NASHVILLE, TENNESSEE

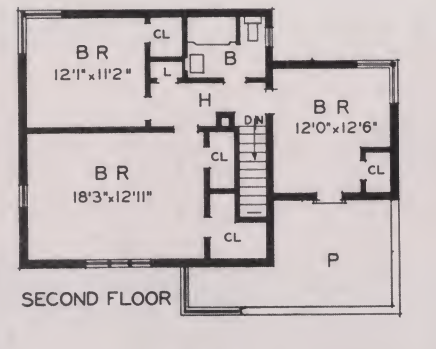


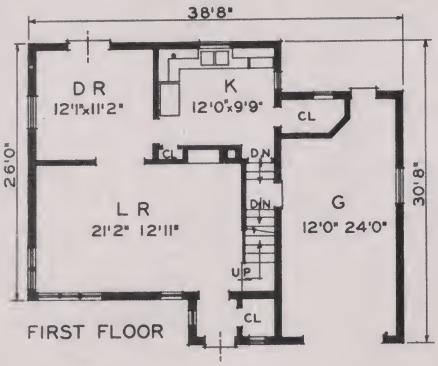


Fresh and Clean

APLINGTON, IOWA







You will like the fresh, clean appearance of your concrete home. And if you are one of many who prefer modern design, you just can't find a material which will give you a more attractive looking house than concrete.

Note the clean look of this modern concrete home in Iowa—its crisp detail and simple, functional lines.

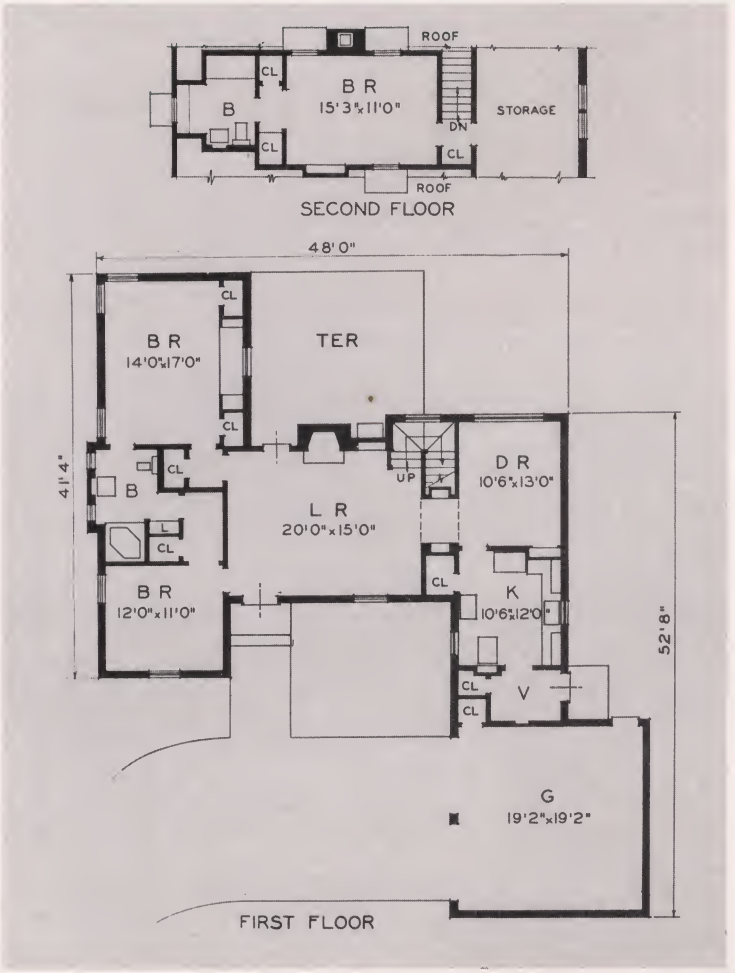
Reduce Work, Worry and Repair Bills...



SAN ANGELO, TEXAS

Lovely to Look at

Will you be proud of the house you build? Will it be distinctive? Will it be functional? Will it have long life at low upkeep cost? These are important considerations in planning your home. These are the essentials you should insist upon to make sure your home will be livable—that it will prove a sound investment. With concrete you can be assured of getting all these desirable features. Like the owner of this house in Texas, you will be proud to say, "This is my castle . . . this is my home."



Build a Concrete Home...



LANSDALE, PENNSYLVANIA

Over the Years...

you will discover many reasons

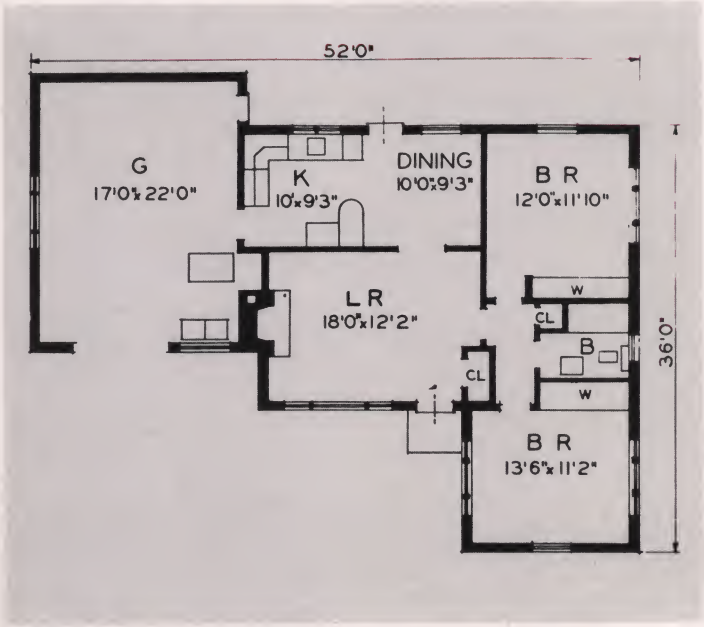
to make you glad

you built your home of concrete.

More and more you

will appreciate the fact

that your home is economical to own.



It's economical because firesafety, storm-safety, proof against termites, low upkeep cost, low insurance rates, and lifetime satisfaction are built right into your home when you build with concrete.

In addition to built-in economy, built-in beauty is a feature of this lovely home in Pennsylvania.

Invest Your Money Wisely...

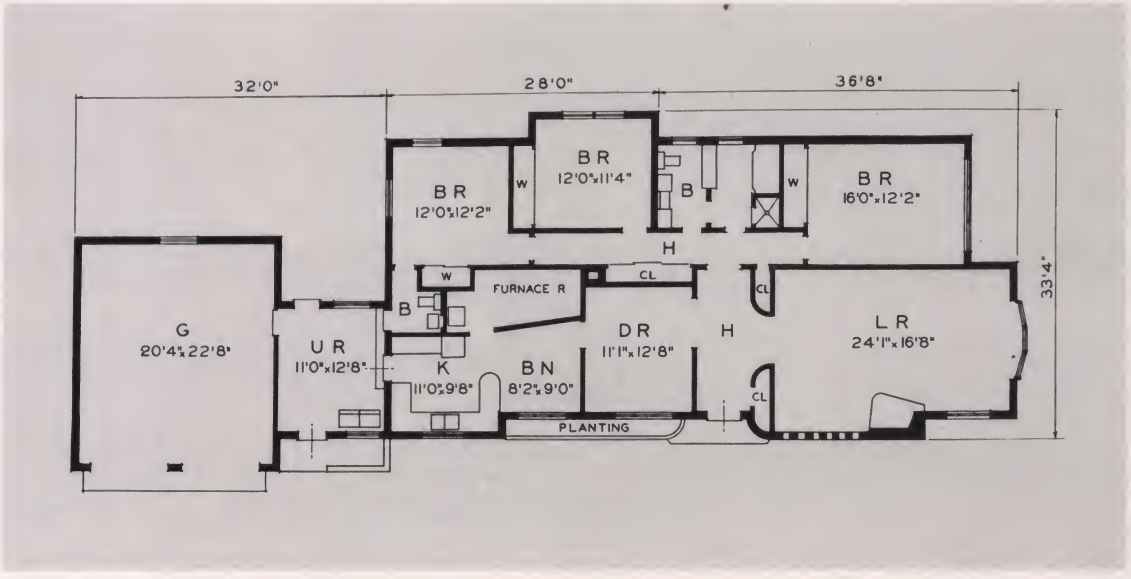


SPOKANE, WASHINGTON

Sound Investment...

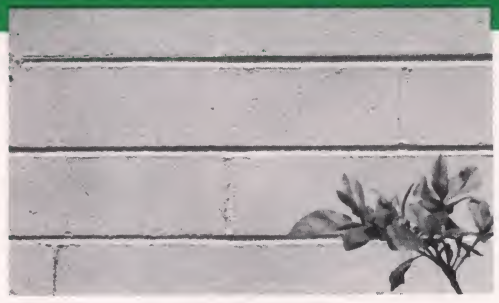
and lasting value are built into this beautiful concrete home in Spokane.

Whether you build a home to live in for the rest of your life, or for a short time, your purchase should represent a safe, sound investment. You'll have a good investment in a well-built concrete house because it will retain its original, fresh appearance, will cost little to maintain and even after many years of service will have a high resale value.



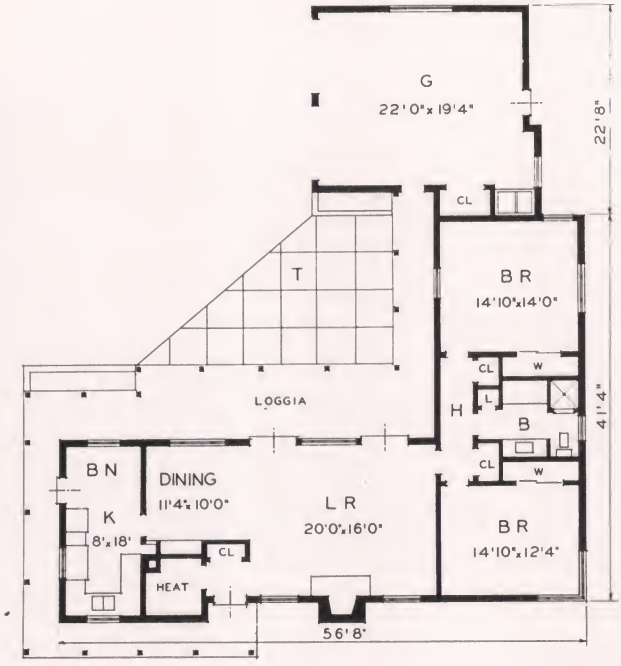


ORLANDO, FLORIDA



Naturally you want your new home to be beautiful. That's one of the first things people demand in a home. You can build real beauty, in any architectural style you desire, into your concrete home. There is great simplicity and charm built into the low rambling concrete masonry walls of this Florida home. Note its roof of firesafe concrete tile. Colored concrete stepping stones add an informal touch.

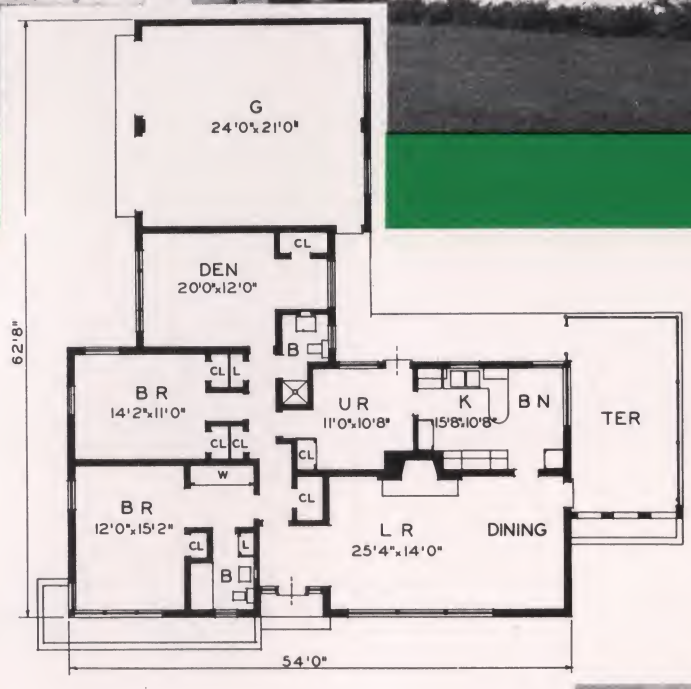




Build Quality Into Your House...



CHILLICOTHE, ILLINOIS



Designed for Modern Living

Modern in design, with pleasing horizontal lines, this home has walls and partitions constructed of sturdy concrete masonry units. Floors and roof are also of concrete, insuring firesafety and providing rigidity and long life. The outdoor living area is paved with colored concrete slabs laid in a herringbone pattern and the outdoor fireplace is of colored concrete masonry.



With Sturdy, Concrete Subfloors

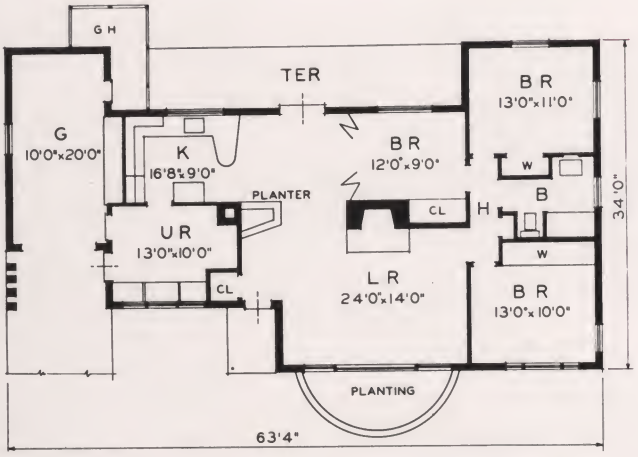




SPOKANE,

WASHINGTON

Year 'Round



If someone should ask what you expect of your new home . . . what you consider to be absolutely necessary, you would probably say, "I want it to be comfortable to live in—easy to heat in winter—cool in summer—dry the year 'round—easy to keep clean—inexpensive to keep up." All are features you will get in your concrete home.

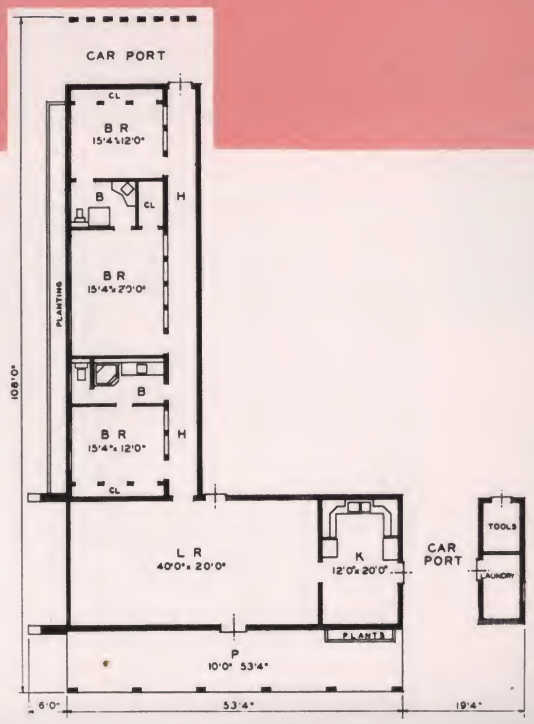
This concrete home in Spokane is modern, eminently livable, and beautiful . . . a home that will keep its charm and freshness . . . a real credit to the community.

For Quality at Low Cost . . .

PHARR, TEXAS







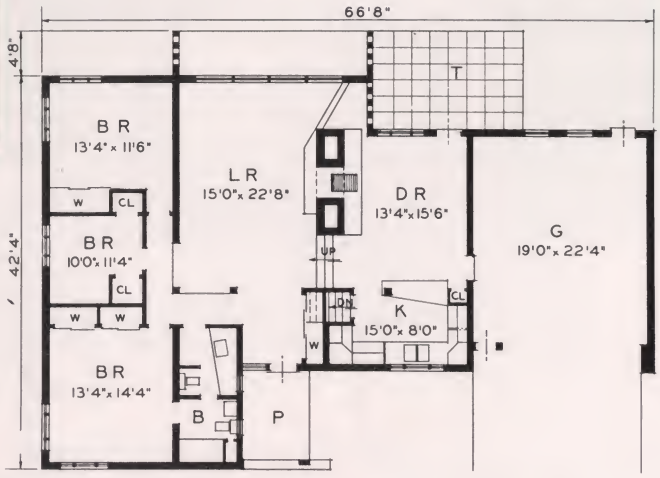
Comfort

Cool in summer? Yes, indeed! Warm in winter? Most certainly! The insulated walls of a concrete house protect you against mid-summer heat and winter cold, giving you a house with year 'round comfort. Whether you live in the far north or the deep south, you will find a concrete house pleasantly comfortable in all seasons.

This concrete masonry house in Texas, with its wide eaves and roomy porch, and its concrete walls inside and out, provides a welcome retreat from the midday sun.







BUFFALO, NEW YORK

The exterior walls of this modern home are of multi-colored concrete masonry units. The interior walls of concrete block have been finished with portland cement paint. The fireplace of colored concrete Roman brick reaches from floor to ceiling. Concrete slab sub-floors used throughout the house are carpeted or covered with floor tile. The basement contains rumpus and hobby rooms, in addition to laundry and heating facilities. Here indeed is a home you'd love to live in!





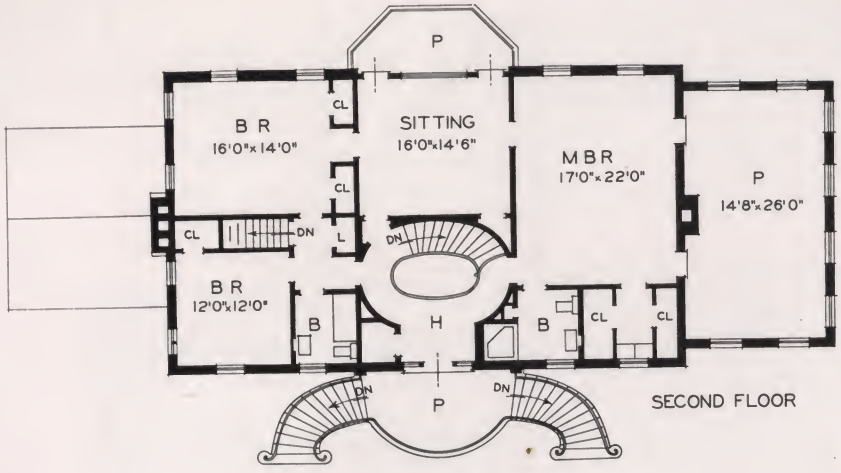
A Concrete Home Is a...

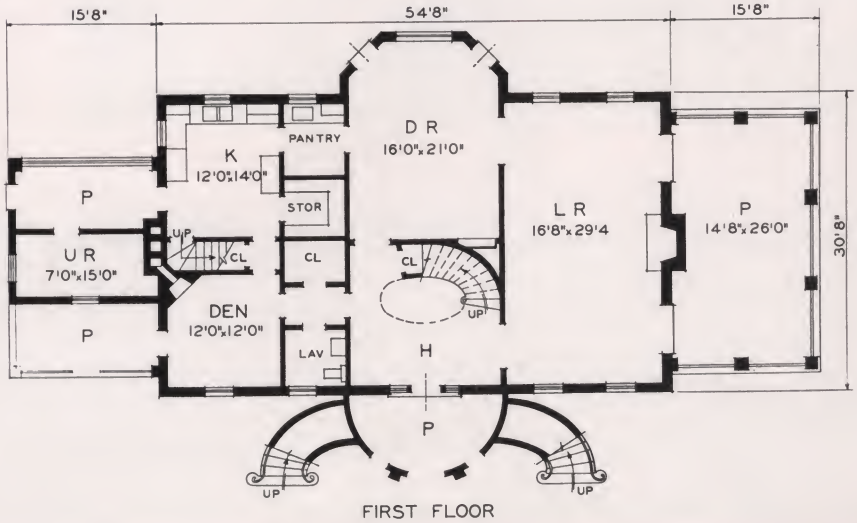


SAVANNAH, GEORGIA

For Gracious Living

Early American design reminiscent of the Old South is exemplified in this dignified home in Savannah. It will last for years without losing its air of grace and charm; and storm, wind, flood, or fire will have little effect on its sturdily built walls of concrete masonry finished with portland cement paint.





Fire Resistant Home



Omaha, Nebraska

Albuquerque, New Mexico



From coast to

In beauty, charm and livability,
the homes illustrated on these pages are typical
of the thousands of new houses
people are building of firesafe concrete
in all sections of the country.
Architects experienced in
concrete design and contractors
familiar with concrete construction
are ready to help *you* plan and
build a beautiful, firesafe concrete home.

Ponca City, Oklahoma



New Orleans, Louisiana



Franklin, Michigan





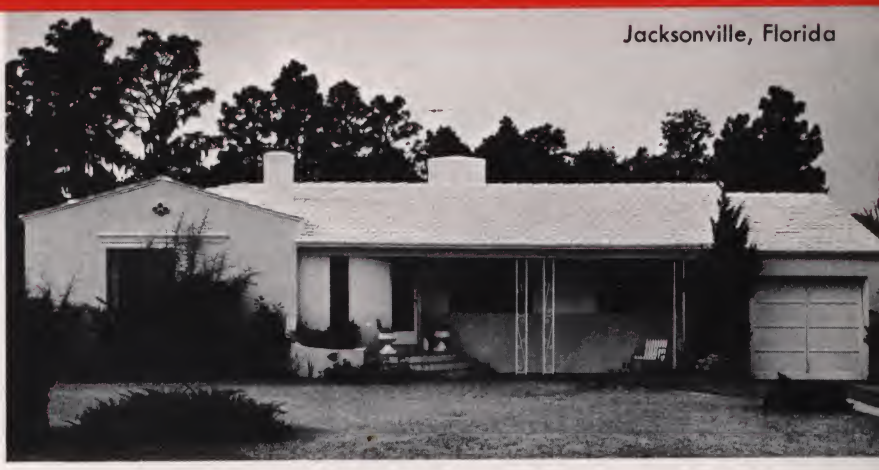
Toledo, Ohio



Newton Center, Massachusetts

The photos shown here as well as the illustrations and layouts on the other pages of this booklet may be helpful when you discuss the plans and construction of your new concrete home with your architect and builder.

coast—Folks are choosing Concrete



Jacksonville, Florida

Regardless of architectural style,
number of rooms,
interior arrangement,
price range
—or the location
you select for a homesite—
it will be a better home
and a safer investment
when you build with concrete.



Port Chester, New York



Des Moines, Iowa



A Concrete Basement gives you Extra space for Better living

Here are some of the many ways in which
a basement may be used to increase the enjoyment of your home.
A basement provides the most economical
and convenient space for special activities—
for laundry—for storage—
for recreation—for better living.
It also enhances the resale and
loan value of your home.





In areas where basements are not commonly used,
a well-designed concrete
slab-on-ground floor will provide
a rigid support for your house
which will be both
termiteproof and rotproof.







To Get Your Concrete Home . . .



Call Your Concrete Products Manufacturer



For a lifetime of satisfaction, comfort and security for you and your family, decide now that your new home will be built of firesafe, durable concrete.

You have only to pick up your telephone and call a local concrete products manufacturer to obtain without obligation:

- names of reliable architects and builders, experienced in the design and construction of concrete houses, who can design and build your home.
- names of lending agencies specializing in financing home building which can finance your home.

Local concrete products manufacturers can supply you up-to-date information on concrete house construction. They are interested in helping you get the benefit of the latest construction methods and all the advantages inherent in concrete.

Take Your Ideas to an Architect

Any home you are planning to build, any architectural style from Cape Cod to Modern, will be a better house when built of concrete. You can have any number of rooms, any interior arrangement, any color or wall texture you like. Take your ideas to an architect familiar with concrete construction and have him design your new home—insist on concrete construction which will mean lowest annual shelter cost . . . and which will retain its beauty and livability as the years roll by.





(For plan see page 15)

Enduring Beauty...



(For plan see page 20)

is built into these
charming homes
with firesafe, durable concrete.
Whether you're planning
a honeymoon cottage
or a spacious mansion,
traditional or modern architecture,
you too can make your dreams
a reality with concrete.

(For plan see page 8)



See your local concrete masonry manufacturer for names of architects or builders who can help you with plans, furnish information on costs and build the concrete home you want.

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